## **REMARKS**

Applicants respectfully traverse and request reconsideration.

Claims 1-4 and 9-13 stand rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 6,314,306 (Harris). Harris is directed to a text message originator selected ringer system that utilizes a text message with an embedded control code in the text message. A control code or control sequence is not displayed as part of a text message but instead is used only as a control. Applicants claim a different structure and operation from that described in Harris.

For example, as to claims 1 and 9, the claims have been amended to include language that was inherent in the original claims indicating that the priority command includes priority information as the name "priority comment" indicates. The priority command indicates a level of priority as related to the communication command. Harris does not appear to teach or suggest such a priority command that indicates a level of priority of the command and that also includes a modality alert command. (See for example, Specification, paragraph 18 and elsewhere). As such, since Harris is silent as to this operation, Applicants respectfully submit that the claims are in condition for allowance.

The dependent claims also add additional novel and non-obvious subject matter.

Claims 5, 7-8, 14, 16-18, 20-21 and 23-24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Harris in view of U.S. Publication No. 2003/0088633 (Chiu et al.). Applicants respectfully reassert the relevant remarks made above with respect to Harris. As such, these claims are also believed to be in condition for allowance.

Accordingly, Applicants respectfully submit that the claims are in condition for allowance and that a timely Notice of Allowance be issued in this case. The Examiner is invited to contact the below-listed attorney if the Examiner believes that a telephone conference will advance the prosecution of this application.

Respectfully submitted,

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